

ORDER



Orders
Order / Rev: 724376
Alt Order #: 06392335
Product Desc: RESTORE OUR FUTURE
Estimate: 1545
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 10/29/12 | 11/06/12 | 93 | \$266,200.00 | \$226,270.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|---------------------|---------------------|-------------|
| November 2012 | 93 | \$266,200.00 | \$226,270.00 | 0.00 |
| Totals | 93 | \$266,200.00 | \$226,270.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------|-------------------|-----------------|--------------------------------|-------|-------------------|------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| 1 | WUSA | 10/30/12 | 11/02/12 | 6-7a 9 News @ 6a 9News @ 6a | CM | 6-7a | - TWTF - - | :30 | 8 | \$850.00 | P-1 | 0.00 | NM | 8 | \$6,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 8 | | | \$850.00 | | | 0.00 | | | |
| 2 | WUSA | 10/30/12 | 11/02/12 | 9-930a Inside Edition | CM | 9-930a | - TWTF - - | :30 | 4 | \$400.00 | P-1 | 0.00 | NM | 4 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 4 | | | \$400.00 | | | 0.00 | | | |
| 3 | WUSA | 10/30/12 | 11/02/12 | 9 News @ Noon 9 News @ Noon | CM | 12-1230P | - TWTF - - | :30 | 4 | \$2,000.00 | P-1 | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 4 | | | \$2,000.00 | | | 0.00 | | | |
| 4 | WUSA | 10/30/12 | 11/02/12 | 3-4p The Doctors | CM | 3-4p | - TWTF - - | :30 | 6 | \$800.00 | P-1 | 0.00 | NM | 6 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 6 | | | \$800.00 | | | 0.00 | | | |
| 5 | WUSA | 10/30/12 | 11/02/12 | 4-5p Dr. Phil | CM | 4-5p | - TWTF - - | :30 | 8 | \$1,200.00 | P-1 | 0.00 | NM | 8 | \$9,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 8 | | | \$1,200.00 | | | 0.00 | | | |
| 6 | WUSA | 10/30/12 | 11/02/12 | 9 News @ 5p 9 News @ 5p | CM | 5-6p | - TWTF - - | :30 | 6 | \$1,000.00 | P-2 | 0.00 | NM | 6 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | - TWTF - - | | 6 | | | \$1,000.00 | | | 0.00 | | | |

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 Alt Order #: 06392335
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 1545

WUSA

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|---|-------|--|---------------|-----|-------------|-------------|-----|---------------|------|-------|-------------|
| 7 | WUSA | 10/30/12 | 11/02/12 | 9 News @ 6p 9 News @ 6p | CM | 6-630p | - TWTF - - | :30 | 3 | \$2,000.00 | P-1 | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 3 | | | \$2,000.00 | | | 0.00 | | | |
| 8 | WUSA | 10/30/12 | 11/02/12 | 9 News Tonight 7p 9 News Tonight 7p | CM | 7-730p | - TWTF - - | :30 | 4 | \$2,500.00 | P-1 | 0.00 | NM | 4 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 4 | | | \$2,500.00 | | | 0.00 | | | |
| 9 | WUSA | 10/30/12 | 11/02/12 | Entertainment Tonight Entertainment Tonight | CM | 730-8P | - TWTF - - | :30 | 8 | \$3,000.00 | P-1 | 0.00 | NM | 8 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 8 | | | \$3,000.00 | | | 0.00 | | | |
| 10 | WUSA | 10/30/12 | 11/04/12 | 9 News @ 11p 9 News @ 11p | CM | M-Su 11-1135p | - TWTFSS | :30 | 8 | \$4,000.00 | P-1 | 0.00 | NM | 8 | \$32,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTFSS | | 8 | | | \$4,000.00 | | | 0.00 | | | |
| 11 | WUSA | 10/30/12 | 10/30/12 | Tue Prime B NCIS: Los Angeles | CM | 9-10P | - T - - - - | :30 | 1 | \$20,000.00 | P-1 | 0.00 | NM | 1 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - T - - - - | | 1 | | | \$20,000.00 | | | 0.00 | | | |
| 12 | WUSA | 11/01/12 | 11/01/12 | Thu Prime C Elementary | CM | 10-11P | - - - T - - - | :30 | 1 | \$16,000.00 | P-1 | 0.00 | NM | 1 | \$16,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - T - - - | | 1 | | | \$16,000.00 | | | 0.00 | | | |
| 13 | WUSA | 11/02/12 | 11/02/12 | Fri Prime B CSI: NY | CM | 9-10P | - - - - F - - | :30 | 1 | \$10,000.00 | P-1 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - F - - | | 1 | | | \$10,000.00 | | | 0.00 | | | |
| 14 | WUSA | 11/02/12 | 11/02/12 | Fri Prime C Blue Bloods | CM | 10-11P | - - - - F - - | :30 | 1 | \$18,000.00 | P-1 | 0.00 | NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - F - - | | 1 | | | \$18,000.00 | | | 0.00 | | | |
| 15 | WUSA | 11/03/12 | 11/03/12 | 8-10a Sa CBS This Morning CBS This Morning: Saturday | CM | 8-10AM | - - - - - S - | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S - | | 2 | | | \$350.00 | | | 0.00 | | | |
| 16 | WUSA | 11/03/12 | 11/03/12 | NCAA Football Game #2 NCAA Football Game #2 | CM | 3-7p (3:30 PM-7:00 PM) | - - - - - S - | :30 | 2 | \$4,000.00 | P-2 | 0.00 | NM | 2 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S - | | 2 | | | \$4,000.00 | | | 0.00 | | | |
| 17 | WUSA | 11/03/12 | 11/03/12 | NCAA Football Prime NCAA Football Prime | CM | 8-11p (8:00 PM-11:00 PM) | - - - - - S - | :30 | 2 | \$8,000.00 | P-2 | 0.00 | NM | 2 | \$16,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S - | | 2 | | | \$8,000.00 | | | 0.00 | | | |
| 18 | WUSA | 11/04/12 | 11/04/12 | NFL Today NFL Today | CM | NFL Today | - - - - - S | :30 | 2 | \$2,500.00 | P-2 | 0.00 | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S | | 2 | | | \$2,500.00 | | | 0.00 | | | |
| 19 | WUSA | 11/04/12 | 11/04/12 | NFL Football Game #1 Ravens vs Cleveland | CM | NFL Football Game (1:00 PM-4:00 PM) | - - - - - S | :30 | 1 | \$30,000.00 | P-1 | 0.00 | NM | 1 | \$30,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S | | 1 | | | \$30,000.00 | | | 0.00 | | | |
| 20 | WUSA | 11/05/12 | 11/06/12 | 6-7a 9 News @ 6a 9News @ 6a | CM | 6-7a | MT - - - - - | :30 | 4 | \$850.00 | P-1 | 0.00 | NM | 4 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT - - - - - | | 4 | | | \$850.00 | | | 0.00 | | | |
| 21 | WUSA | 11/05/12 | 11/06/12 | 9-930a Inside Edition | CM | 9-930a | MT - - - - - | :30 | 2 | \$400.00 | P-1 | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

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Advertiser: Restore Our Future
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 Estimate: 1545

WUSA

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|--------------|------------|
| 21 | WUSA | 11/05/12 | 11/06/12 | 9-930a Inside Edition | CM | 9-930a | MT----- | :30 | 2 | \$400.00 | P-1 | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$400.00 | | | 0.00 | | | |
| 22 | WUSA | 11/05/12 | 11/06/12 | 9 News @ Noon 9 News @ Noon | CM | 12-1230P | MT----- | :30 | 4 | \$2,000.00 | P-1 | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 4 | | | \$2,000.00 | | | 0.00 | | | |
| 23 | WUSA | 11/05/12 | 11/06/12 | 3-4p The Doctors | CM | 3-4p | MT----- | :30 | 2 | \$800.00 | P-1 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$800.00 | | | 0.00 | | | |
| 24 | WUSA | 11/05/12 | 11/06/12 | 4-5p Dr. Phil | CM | 4-5p | MT----- | :30 | 2 | \$1,200.00 | P-1 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$1,200.00 | | | 0.00 | | | |
| 25 | WUSA | 11/05/12 | 11/06/12 | 9 News @ 5p 9 News @ 5p | CM | 5-6p | MT----- | :30 | 2 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$1,000.00 | | | 0.00 | | | |
| 26 | WUSA | 11/05/12 | 11/06/12 | 9 News @ 6p 9 News @ 6p | CM | 6-630p | MT----- | :30 | 1 | \$2,000.00 | P-1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 1 | | | \$2,000.00 | | | 0.00 | | | |
| N27 | WUSA | 11/05/12 | 11/05/12 | 9 News Tonight 7p 9 News Tonight 7p | CM | 7-730p | M----- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$2,500.00 | | | 0.00 | | | |
| N28 | WUSA | 11/05/12 | 11/05/12 | Entertainment Tonight Entertainment Tonight | CM | 730-8P | M----- | :30 | 1 | \$3,000.00 | P-1 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$3,000.00 | | | 0.00 | | | |
| N29 | WUSA | 11/05/12 | 11/05/12 | 9 News @ 11p 9 News @ 11p | CM | M-Su 11-1135p | M----- | :30 | 2 | \$4,000.00 | P-1 | 0.00 | NM | 2 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 2 | | | \$4,000.00 | | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 93 | \$266,200.00 | |